



R. J. O'Rourke
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August 6, 1996

To: All Sales / Territory Representatives

Re: October Partners Promotion - Salem B2G2F (Level 2 & 3 only)

Dear Ladies and Gentlemen:

We will be testing a new delivery vehicle for our partners promotion during October. This will only effect retailers who normally receive their promotions from a sub jobber in the New York Metro Region. For these accounts, the October Salem B2G2F displays will be delivered COD (Cash on Delivery) by RPS. The cost per carton will be the state minimum in each state. These promotions are being packed by an outside supplier. This is the only way these retailers can receive their Salem promotion.

In order to make this program work, the enclosed form must be signed by each retailer. We have already filled out the form for you. The only thing you need to do is get the *signature*. These forms must be returned to the ROU no later than **Wednesday, August 21st.**

Since the cut off time has passed, if these retailers do not wish to receive their promotion from RPS, they will not receive it at all. Retailers will receive the scheduled number of SKUs according to their accrual contract. Displays will be delivered during the week of October 7th.

If you have any questions, please contact your manager. They will contact me with your concerns.

Sincerely,

Rory O'Rourke

CC: All Managers

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